

What is claimed is:

1. A communication control apparatus for  
controlling multipoint communication performed using a  
plurality of communication apparatuses connected via a  
5 communication line, comprising:

a control means for controlling communication  
so as to transmit signals received from said plurality of  
communication apparatuses and a signal for providing  
predetermined advertising information to said plurality  
10 of communication apparatuses.

2. A communication control apparatus as set forth  
in claim 1, wherein said control means controls  
communication so that said communication apparatuses  
display images in accordance with the signals received  
15 from said plurality of communication apparatuses and an  
image in accordance with the signal for providing said  
predetermined advertising information on one screen.

3. A communication control apparatus as set forth  
in claim 1, wherein said control means determines the  
20 type of advertising information to be provided in  
accordance with an instruction from a communication  
apparatus and controls communication so as to transmit a  
signal for providing the determined type of said  
advertising information to said communication  
25 apparatuses.

4. A communication control apparatus as set forth  
in claim 3, wherein said control means assigns a  
predetermined selection right to a communication  
apparatus and allows said communication apparatus  
5 assigned the selection right to give said instruction.

5. A communication control apparatus as set forth  
in claim 4, wherein said control means changes said  
communication apparatus assigned said selection right in  
accordance with a request from a communication apparatus.

10 6. A communication control apparatus as set forth  
in claim 4, wherein said control means transmits a signal  
for a display for specifying said communication apparatus  
assigned said selection right to said plurality of  
communication apparatuses.

15 7. A communication control apparatus as set forth  
in claim 1, wherein said control means determines whether  
or not to transmit a signal for providing said  
advertising information in accordance with an instruction  
from a communication apparatus.

20 8. A communication control apparatus as set forth  
in claim 1, wherein said signals received from the  
communication apparatuses are signals for displaying  
faces of users of the communication apparatuses.

25 9. A communication control apparatus as set forth  
in claim 8, wherein said control means controls

communication so that a communication apparatus displays  
a second image in accordance with said predetermined  
advertising information larger compared with first images  
in accordance with signals received from said plurality  
5 of communication apparatuses.

10. A communication control apparatus as set forth  
in claim 9, wherein said control means controls  
communication so that said second image is displayed  
below said first images in a display screen of said  
10 communication apparatus.

11. A communication control apparatus further  
comprising a charging means for determining fees to be  
charged to users of said communication apparatuses for  
use of said multipoint communication in accordance with  
15 provision of said advertising information.

12. A communication control apparatus as set forth  
in claim 1, wherein said control means controls  
communication so as to transmit sound signals received  
from said plurality of communication apparatuses to said  
20 plurality of communication apparatuses.

13. A communication control apparatus for  
controlling multipoint communication performed using a  
plurality of communication apparatuses connected via  
communication lines, comprising  
25 a control means for controlling communication

so as to transmit signals received from said plurality of communication apparatuses and a content signal specified by a communication apparatus to said plurality of communication apparatuses.

5           14. A communication control apparatus as set forth in claim 13, wherein said control means controls communication so that said communication apparatuses display images in accordance with the signals received from said plurality of communication apparatuses and an  
10 image in accordance with said content signal on one screen.

          15. A communication control apparatus as set forth in claim 13, wherein said control means assigns a predetermined selection right to a communication  
15 apparatus and allows said communication apparatus assigned the selection right to designate said content signal.

          16. A communication control apparatus as set forth in claim 15, wherein said control means changes said  
20 communication apparatus assigned said selection right in accordance with a request from a communication apparatus.

          17. A communication control apparatus as set forth in claim 15, wherein said control means transmits a signal for a display for specifying said communication  
25 apparatus assigned said selection right to said plurality

of communication apparatuses.

18. A communication control apparatus as set forth  
in claim 13, wherein the signals received from said  
communication apparatuses are signals for displaying  
5 faces of users of the communication apparatuses.

19. A communication control apparatus as set forth  
in claim 13, wherein said control means controls  
communication so as to transmit sound signals received  
from said plurality of communication apparatuses to said  
10 plurality of communication apparatuses.

20. A communication control apparatus as set forth  
in claim 19, wherein, when the signals received from said  
plurality of communication apparatuses are sound signals,  
said control means recognizes sounds indicated by the  
15 sound signals and controls communication so as to  
transmit signals indicating the recognized sounds by text  
to said plurality of communication apparatuses.

21. A communication control apparatus for  
transmitting signals for displaying images to a  
20 communication apparatus, comprising a control means for  
transmitting to said communication apparatus information  
for controlling communication so as to display a  
plurality of images at positions on a screen of a display  
means of said communication apparatus corresponding to an  
25 arrangement of a plurality of operation buttons of an

operation means of said communication apparatus and signals for displaying said plurality of images.

22. A communication control apparatus as set forth in claim 21, wherein, when receiving an operation signal of an operation button of said communication apparatus, said control means transmits to said communication apparatus an image relating to an image corresponding to said operation button specified by the operation signal.

23. A communication control apparatus as set forth in claim 21, wherein said control means controls communication so that information indicating correspondence of said plurality of operation buttons and said plurality of images is displayed on said display means of said communication apparatus.

24. A communication control apparatus as set forth in claim 21, wherein said control means controls multipoint communication performed using a plurality of communication apparatuses connected via communication lines.

25. A communication apparatus for multipoint communication with a plurality of other communication apparatuses via communication lines, comprising:

a receiving means for receiving first signals transmitted by said plurality of other communication apparatuses and a second signal indicating predetermined

advertising information and

a signal processing means for processing for  
simultaneously displaying images in accordance with said  
first signals and an image in accordance with said second  
5 signal.

26. A communication apparatus for multipoint  
communication with a plurality of other communication  
apparatuses via communication lines, comprising:

a receiving means for receiving first signals  
10 transmitted by said other plurality of communication  
apparatuses and a second signal of a content designated  
by said communication apparatus;

a display means; and

a signal processing means for simultaneously  
15 displaying by said display means images in accordance  
with said first signals and an image in accordance with  
said second signal.

27. A communication control apparatus, comprising:

a receiving means for receiving signals of a  
20 plurality of images together with display position  
instruction information;

an operation means comprising a plurality of  
operation buttons;

a display means; and

25 a signal processing means for signal processing

so that said plurality of images are displayed at positions on a screen of said display means corresponding to an arrangement of said plurality of operation buttons based on said display position instruction information.

5           28. A communication control apparatus as set forth in claim 27, wherein said signal processing means displays information indicating correspondence of said plurality of operation buttons and said plurality of images on said display means based on said display  
10 position instruction information.

29. A communication system for multipoint communication using a plurality of communication apparatuses via communication lines under control by a communication control apparatus, wherein:

15           said communication control apparatus comprises a control means for controlling communication so as to transmit first signals received from said plurality of communication apparatuses and a second signal for providing predetermined advertising information to said  
20 plurality of communication apparatuses; and

          said communication apparatus comprises

          a display means and

          a signal processing means for processing  
so as to display images in accordance with said first  
25 signals and an image in accordance with said second



signal on one screen by a display means.

30. A communication system for multipoint communication using a plurality of communication apparatuses via communication lines under control by a communication control apparatus, wherein:

said communication control apparatus comprises a control means for controlling communication so as to transmit first signals received from said plurality of communication apparatuses and a second signal of a content designated by said communication apparatus to said plurality of communication apparatuses; and

said communication apparatus comprises a display means and a signal processing means for processing so as to display images in accordance with said first signals and an image in accordance with said second signal on one screen by a display means.

31. A communication system for multipoint communication using a plurality of communication apparatuses via communication lines under control by a communication control apparatus, wherein:

said communication control apparatus comprises a control means for transmitting display position instruction information and signals of a plurality of images to said communication apparatus; and

said communication apparatus comprises  
an operation means comprising a plurality  
of operation buttons;

a display means; and

5 a signal processing means for signal  
processing so as to display said plurality of images in  
accordance with signals received from said communication  
control apparatus at positions on a screen of said  
display means corresponding to an arrangement of said  
10 plurality of operation buttons based on said display  
position instruction information received from said  
communication control apparatus.

32. A communication method for controlling  
multipoint communication using a plurality of  
15 communication apparatuses connected via communication  
lines, including the step of

controlling communication so as to transmit  
signals received from said plurality of communication  
apparatuses and a signal for providing predetermined  
20 advertising information to said plurality of  
communication apparatuses.

33. A communication method as set forth in claim  
32, including the step of controlling communication so  
that said communication apparatuses display images in  
25 accordance with signals received from said plurality of

communication apparatuses and an image in accordance with the signal for providing said predetermined advertising information on one screen.

34. A communication method as set forth in claim 32, including the steps of determining a type of said advertising information to be provided in accordance with an instruction from a communication apparatus and controlling communication so that a signal for providing said advertising information of the determined kind is transmitted to said communication apparatuses.

35. A communication method as set forth in claim 34, including the steps of assigning a predetermined selection right to a communication apparatus and allowing that communication apparatus assigned the selection right to give said instruction.

36. A communication method as set forth in claim 35, including the step of changing said communication apparatus assigned said selection right in accordance with a request from a communication apparatus.

37. A communication method as set forth in claim 35, including the step of transmitting a signal for display for specifying said communication apparatus assigned said selection right to said plurality of communication apparatuses.

38. A communication method as set forth in claim

32, including the step of determining whether or not to transmit a signal for providing said advertising information in accordance with an instruction from a communication apparatus.

5           39. A communication method as set forth in claim 32, wherein the signals received from said communication apparatuses are signals for displaying faces of users of the communication apparatuses.

10           40. A communication method as set forth in claim 39, including the step of controlling communication so that said communication apparatuses display a second image in accordance with said predetermined advertising information larger than first images in accordance with signals received from said plurality of communication  
15 apparatuses.

          41. A communication method as set forth in claim 40, including the step of controlling communication so that said second image is displayed below said first images in a display screen of said communication  
20 apparatus.

          42. A communication method as set forth in claim 32, including the step of determining fees to be charged to users of said communication apparatuses for use of said multipoint communication in accordance with  
25 provision of said advertising information.

43. A communication method as set forth in claim 32, including the step of controlling communication so as to transmit sound signals received from said plurality of communication apparatuses to said plurality of communication apparatuses.

44. A communication method for controlling multipoint communication using a plurality of communication apparatuses connected via communication lines, including the step of controlling communication so as to transmit signals received from said plurality of communication apparatuses and a content signal designated by a communication apparatus to said plurality of communication apparatuses.

45. A communication method as set forth in claim 44, including the step of controlling communication so that said communication apparatuses display images in accordance with signals received from said plurality of communication apparatuses and an image in accordance with said content signal on one screen.

46. A communication method as set forth in claim 44, including the step of assigning a predetermined selection right to a communication apparatus and allowing that communication apparatus assigned the selection right to designate said content signal.

47. A communication method as set forth in claim 46, including the step of changing said communication apparatus assigned said selection right in accordance with a request from said communication apparatus.

5 48. A communication method as set forth in claim 46, including the step of transmitting a signal for display for specifying said communication apparatus assigned said selection right to said plurality of communication apparatuses.

10 49. A communication method as set forth in claim 44, wherein the signals received from said communication apparatuses are signals for displaying faces of users of the communication apparatuses.

15 50. A communication method as set forth in claim 44, including the step of controlling communication so as to transmit sound signals received from said plurality of communication apparatuses to said plurality of communication apparatuses.

20 51. A communication method as set forth in claim 50, including the step of, when the signals received from said plurality of communication apparatuses are sound signals, recognizing sounds indicated by the sound signals and controlling communication so as to transmit signals indicating the recognized sounds by text to said  
25 plurality of communication apparatuses.

52. A communication method for transmitting a  
signal for displaying an image to a communication  
apparatus, including the step of transmitting to said  
communication apparatus information for controlling  
5 communication so as to display a plurality of images at  
positions on a screen of a display means of said  
communication apparatus corresponding to an arrangement  
of a plurality of operation buttons of an operation means  
of said communication apparatus and signals for  
10 displaying said plurality of images.

53. A communication method as set forth in claim  
52, including the step of, when receiving an operation  
signal of an operation button of said communication  
apparatus, transmitting to said communication apparatus  
15 an image relating to an image corresponding to said  
operation button specified by the operation signal.

54. A communication method as set forth in claim  
52, including the step of controlling communication so as  
to display information indicating correspondence of said  
20 plurality of operation buttons and said plurality of  
images on said display means of said communication  
apparatus.

55. A communication method as set forth in claim  
52, including the step of controlling multipoint  
25 communication using a plurality of communication

apparatuses connected via communication lines.

56. A communication control apparatus for controlling multipoint communication using a plurality of communication apparatuses connected via communication

5 line, comprising

a control means for controlling communication so as to transmit first signals indicating pickup results of faces of users of the communication apparatuses received from said plurality of communication apparatuses and second signals indicating pickup results in the directions of the users' perspectives to said plurality of communication apparatuses.

57. A communication control apparatus as set forth in claim 56, wherein

15 said control means controls communication so that first images in accordance with said first signals and second images in accordance with said second signals are displayed in correspondence on one screen by said display means of said communication apparatus.

20 58. A communication apparatus for multipoint communication with a plurality of other communication apparatuses via communication lines, comprising:

a receiving means for receiving signals;

a display means for display in accordance with  
25 said received signals;



a first image pickup means for picking up an image of a face of a user of the communication apparatus;

a second image pickup means for picking up an image in the direction of said user's perspective; and

5 a transmission means for transmitting signals indicating the image pickup results of said first image pickup means and said second image pickup means.

59. A communication apparatus as set forth in claim 58, wherein said display means displays first images in  
10 accordance with image pickup results of faces of users of said plurality of other communication apparatuses and second images in accordance with image pickup results in the directions of the users' perspectives.

60. A communication apparatus as set forth in claim  
15 59, wherein said display means displays said first images and said second images in correspondence on one screen.

61. A communication method for controlling  
multipoint communication using a plurality of  
communication apparatuses connected via communication  
20 lines,

including the step of controlling communication so as to transmit first signals indicating image pickup results of faces of users of the communication apparatuses received from said plurality of communication  
25 apparatuses and second signals indicating image pickup

results in the directions of the users' perspectives to said plurality of communication apparatuses.

62. A communication method as set forth in claim 61, including the step of controlling communication so  
5 that first images in accordance with said first signals and second images in accordance with said second signals are displayed in correspondence on one screen in said display means of said communication apparatuses.